



**Arizona Office of Tourism
Tribal Consultation Policy Report
For the period July 2012 through June 2013 (FY 2013)**

This report is prepared and submitted by the Arizona Office of Tourism (AOT), pursuant to Arizona Executive Order 2006-14 – **Consultation and Cooperation with Arizona Tribes**. The report provides a summary of the opportunities for coordination and consultation that occurred between AOT and the various American Indian Tribes/Nations/Communities in Arizona.

Tribal Consultation Policy: AOT issued the Tribal Consultation Policy in March 2006. Updates to the policy were made on July 17, 2008, July 9, 2010 and June 25, 2012.

Tribal Tourism Relations Manager / Tribal Liaison: AOT has maintained the position of Tribal Tourism Relations Manager / Tribal Liaison since March 2004. AOT's Tribal Tourism Relations Manager works with each internal agency division to coordinate tourism related programs and projects with the 22 American Indian Nations, Tribes and Communities in Arizona. The Tribal Tourism Relations Manager is AOT's primary contact for all matters relating to AOT's work with Indian Nations and Tribes. Tribal contacts include the appointees to the AOT Tribal Tourism Advisory Committee. The Tribal Tourism Relations Manager works to enhance communication and coordination between AOT and Tribal leadership, tourism program officials and/or designated representatives.

The following details consultation topics that have been presented to Tribal representatives, along with a description of the topic/activity and outcomes resulting from consultation with the Tribes.

1. Consultation Topic: Tribal outreach for the AOT Marketing Cooperative program

Brief Description

AOT's Marketing Cooperative program is designed to support travel to Arizona's Tribal and rural regions by partnering directly with these communities. The year-round campaign includes advertising placements in magazines, newsprint, outdoor, and online media. The campaign targets Phoenix, Tucson and other drive markets such as San Diego, Los Angeles as well as Canada.

Outcome

The Marketing Cooperative program was launched in FY 13. All Tribal marketing entities were communicated with and encouraged to apply for the matching dollar program.

An outreach schedule was developed to target Tribes that were deemed to have a marketing budget that could supply the matching dollars required. Individual Tribal meetings were scheduled along with follow-up phone calls made to answer program-related questions. This outreach garnered four Tribes that applied and were approved to participate. Matching dollars from participating Tribes resulted in \$80,233, which AOT matched for a total of \$160,467 in available funds to promote Tribal specific destinations.

2. **Consultation Topic:** Obtain Tribal tourism content for marketing uses such as the
- a) AOT consumer website www.arizonaguide.com and
 - b) Tribal tourism brochure.

Brief Description

- a) AOT maintains a consumer travel website www.arizonaguide.com, with comprehensive information about travel opportunities throughout the state, to encourage extended visits to Arizona. The agency communicates with the Tribal Tourism Advisory Committee and Tribal tourism attractions to solicit input and gain feedback on the American Indian section of the consumer website.
- b) During FY 13 AOT also initiated discussion with Tribes about a state wide Tribal tourism brochure.

Outcome

- a) AOT completed significant upgrades and enhancements to the American Indian section of the agency's consumer www.arizonaguide.com. Travelers interested in Arizona's Tribal tourism experience can now find detailed visitor information and interactive maps showcasing what visitors can see and do in Arizona's American Indian Tribal Lands located throughout the state. Improvements to the American Indian sections on the website made the sections more prominent and easier for visitors to find Tribal related travel information.
- b) AOT will work with a writer who is familiar with Tribal tourism attractions, events and experiences to obtain content for brochure. Work with the Tribes will continue in FY 14 to obtain input and produce a collateral piece that will highlight all Tribal attractions, opportunities, and cultural experiences.

3. **Consultation Topic:** Survey of Visitors to Arizona's Tribal Lands

Brief Description

AOT sought to work with Tribes to determine who is traveling to Tribal lands, how did they learn of Tribal attractions, what are they doing and how much are they spending when they travel. AOT contracted with the Arizona Hospitality Research & Resource Center (AHRRC) at Northern Arizona University to complete a comprehensive 12 month research study that will profile the visitor who travels to and measures economic impact to Arizona's Tribal Lands.

The information will produce essential data for future product development; designing tourism amenities to meet visitor interests and needs; business development, skills training, and marketing; and to manage the impact of tourism with more effectiveness.

Outcome

During the first and second quarter of FY 13, AOT and the AHRRC conducted initial meetings to present the survey project to Tribes. The goal was to have no more than 15 Tribes participate in the collection of surveys.

Meetings were held with 13 Tribes including: Tribal councils, Tribal program and tourism staff, to garner interest, answer questions and identify Tribal protocol. Once approval to participate was determined, subsequent meetings were held to review and personalize the survey questions. When deemed necessary the AHRRC provided training to staff who would be collecting the survey.

Nine Tribes are currently collecting surveys at their various tourism attractions across their Tribal Lands; two Tribes are reviewing their survey form and determining how they will do the collection. The AHRRC will hire part-time workers for three Tribes who will collect surveys at Tribal events and locations frequented by tourists.

It is anticipated that the 11 Tribes will complete survey collection by April 2014. The AHRRC will begin report writing as Tribes complete their twelve month collection period. Individual presentations will be scheduled, during FY 15, to Tribal councils to share results and provide suggestions for improving tourism.

For more information contact Dawn Melvin, Tribal Tourism Relations Manager by email (dmelvin@azot.gov) or by telephone (602) 364-3707.